TELEVISION Forecast

MARCH 19, 1949

AMECHE & DUNN of WBKB's "TELEFASHIONS"

WBKB WENR-TV WGN-TV WNBQ

Channel 4 Forecast

Midwest Viewpoint

Sunday, 7:30 p.m.

Ulmer Turner Discusses The Midwest Viewpoint of the Latest News

Under 21

Friday, 8:30 p.m.

The Cream of Teen Age Talent

Starring Oscar Katov

Kukla, Fran and Ollie

Mon. thru Fri., 6:00 p.m.

The Greatest of Them All

Lady of the Mountain

Mon. and Wed., 6:30 p.m.

Folk Songs and Ballads by Barbry Ellen and Tommy Sands

* WBKB CHICAGO

BALABAN & KATZ TELEVISION THEATRE

EDITORS REPORT:

Living Room Becomes Classroom

This week we viewed chapters of WENR-TV's dramatic and historical "Crusade in Europe," an authentic television version of General Dwight D. Eisenhower's great book. We know you'll want to see it. We cannot say you will enjoy it, because it is not light entertainment. But it is a "must" if we are to understand present day problems.

With Gen. Eisenhower's recall to Washington as the nation's top military adviser to President Truman, the presentation of "Crusade in Europe" becomes the most important public service achievement yet offered by video. It will be viewed not only in Chicago but on the entire TV network, through the facilities of the March of Time, 20th Century Fox and ABC.

Contemporary history unfolds before you and your family, neighbor's children, friends as the living room becomes a classroom. The picture series are carefully documented and come from official government sources, captured enemy films, and motion pictures taken especially for television. More than 52,000 feet of film will be shown during the 26 week series.

Because of this program's importance, we are urging you to open your home to as many viewers as possible. School organizations, civic clubs, study groups of International Relations, all will want to absorb the vital information from these episodes.

COAST-to-COAST television is not far off, according to word this week from officials of NBC. Here is a timetable for network expansion. By July 1, 1949 Wilmington will join the cable network. Hartford connections will be available in August. A Boston to Providence channel will be provided in September. The last quarter of this year promises service to Rochester, Erie, Lancaster, Utica, Syracuse, Columbus, Dayton and Cincinnati.

As early as January 1950 a Los Angeles to San Francisco cable will have been added, and a few months later Harrisburg and Norfolk will be connected to the network cable. Memphis will be joined to St. Louis, Indianapolis added in March, Fort Wayne in May.

During the fourth quarter of 1950, three westbound circuits out of Chicago will be extended to Des Moines, St. Paul-Minneapolis. This leg will also serve the Davenport tri-city area.

TV TOPICS—*Arnold Stang* has emerged from his cocoon to star in WENR-TV's new video show as *Billy Bean* . . . His first appearance answered the query: "Does he look as funny as he sounds?" . . . Hero Bean plays the role of a salesman in Grimbles, world's smallest department store . . . "*Julius Caesar*" will be seen April 3 on WNBQ, channel 5, when the Masquers of Amherst College present an original telecast from the Elizabethan Playhouse of the Folger Shakespeare Memorial Library . . . Chicagoans can expect more shows, like the Harvard Hasty Pudding club productions, the Princeton Triangle Club play and the Stanford Big Game Gaieties.

TELEVISION Forecast

Vol. 1, No. 46 Whole No. 37
March 19, 1949

A WEEKLY TELEVISION NEWS-MAGAZINE
Published by
TELEVISION FORECAST, Inc.
485 North Wabash Ave. Chicago 1, Ill.
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Advertising Rates on Request
Phone: FRanklin 2-9564

Entered as 2nd class matter at the post office at Chicago, Ill.
Subscriptions: $3 per year; 2 years $5; single copies 10 cents.

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Saturday

WNBQ 5		WENR-TV 7	WGN-TV 9	WBKB 4
11:00	4	MULTISCOPE NEWS.		
2:00	9	TELEVISION MATINEE, "Fighting Hero."		
4:00	9	TEST PATTERN.		
5:30	9	LUCKY PUP REVIEW CBS-TV N.Y.		
6:00	7	NEWS AND VIEWS fr. N.Y.		
	9	FILM SHORTS.		
6:15	7	THE WREN'S NEST fr. N.Y.		
6:30	7	WESTERN FILM, "Rainbo Valley."		
	9	IN THE FIRST PERSON, CBS-TV N.Y.		
6:45	9	SERIAL FILM, "Law of the Wild."		
6:55	4	TEST PATTERN.		
7:00	9	FEATURE FILM, "That Hamilton Woman" with Viven Leigh.		
	4	FRONTIER THEATRE, "Down the Wyoming Trail"—Tex Ritter.		
7:30	7	To be announced.		
	4	SUN-TIMES NEWS ROUND-UP.		
8:00	7	Chicago Daily News Relays.		
9:00	4	HEADLINE NEWS.		

WTMJ CHANNEL 3 (MILWAUKEE)

3:00	3	AT YOUR SERVICE, Easter Seal Show.
3:30	3	"RIDERS OF THE BLACK MOUNTAIN," Film.
4:30	3	THOSE KEEN TEENS. Live variety show for and by Teen-agers.
6:45	3	AROUND TOWN WITH TV CAMERAMAN.
7:00	3	CUTTING ROOM CAPERS. Variety entertainment on film.
7:45	3	GOLDEN WEDDING GREETINGS.
7:50	3	ROVING CAMERAS.
8:00	3	To be announced.
9:00	3	"Treasure Island," Film.
9:30	3	LET'S LOOK AT THE NEWS.

(Subject to Change)

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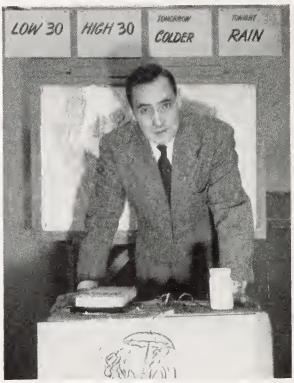
ON THE COVER

Sunday night, March 20, you'll see "Telefashions," new fashion-shopping show on WBKB, channel 4, from 7 to 7:30 o'clock. Rose Dunn, stylist-commentator, and Jim Ameche, announcer, will describe wearing apparel and accessories modeled by charming Chicago girls. Items described on the show will be listed in "Telefashions Shopping Guide" to be mailed free each week to TV set owners.

Sullivan to Have Charles Laughton

Charles Laughton, English stage and screen star, heads the bill of Ed Sullivan's "Toast of the Town," Sunday, March 20, on WGN-TV, channel 9.

Other top entertainers on the revue include the De Castro Sisters, dancers, and the Bill Graves Trio. The June Taylor Girls will appear in a special production.



TV WEATHERMAN—Clint Youle is the 1949 answer man for televiewers who want weather reports. Clint goes a step farther by reporting on the situation cross-country by means of maps and charts. See him Monday, March 21, at 6:45 p.m. on WNBQ.

Familiar Voice? It's Boris Aplon

A reader this week asked: "Why is Inspector Webb's voice so familiar to us? Our children and friends are certain he is a radio actor, yet cannot place him."

The answer is easy: Inspector Webb, WENR-TV's modernized Sherlock Holmes is Boris Aplon, heard for many years as the villain Ivan Shark in "Captain Midnight," serial for children on radio.

Boris Aplon

Aplon, who can be seen Saturday, March 19, on "Stand By for Crime," is a Chicago born actor who started his professional career when the late De Wolff Hopper discovered him playing in a stock company. Aplon toured with Hopper for two years, starring in such roles as the Mikado, Sir Joseph Porter in Pinafore, the Major General in Pirates of Penzance, and other Gilbert and Sullivan operettas. In 1937, he entered radio, and it was then he was cast as Ivan Shark, spine-tingler.

Shortly after Pearl Harbor, Aplon joined the army signal corps and served in the invasion of North Africa and Sicily, where he was wounded and hospitalized. After a year in the hospital, he returned to duty and with Wayne King directed radio activities for the 6th Service Command, completing four years of service.

Aplon's first appearance in TV was with the opening of channel 7.

Sunday

WGN-TV 9	WBKB 4	WNBQ 5	WENR-TV 7

11:00	4	MULTISCOPE NEWS.
3:45	7	THAT'S O'TOOLE.
4:00	7	SUPER CIRCUS—TV's circus.
5:00	9	CHICAGO TRIBUNE COMICS.
	5	HOPALONG CASSIDY film.
	7	CARTOON TELETALES.
5:30	9	REEL ADVENTURES.
	7	SINGING LADY—I. Wicker.
6:00	9	ORIGINAL AMATEUR HOUR—Ted Mack as MC Dumont, N.Y.
	7	FILM SHORTS.
6:05	5	AMERICAN SONGS—film.
6:15	4	TEST PATTERN.
6:25	5	PARIS FASHION CAVALCADE.
6:30	4	MOVIE MONEY—Russ Davis.
	7	ABC Television Players.
6:40	5	YOUNG BROADWAY—film.
7:00	9	CHICAGOLAND NEWSREEL REVIEW.
	4	TELEFASHIONS Premiere—New and unique fashion-shopping show.
	7	HOLLYWOOD SCREEN TEST.
	5	AUTHOR MEETS THE CRITICS—"Pires of Spring" by J. Michener.
7:30	9	FILM SHORTS.
	4	MIDWEST VIEW POINT—news.
	5	MEET THE PRESS.
	7	CELEBRITY TIME. Quiz show, Conrad Nagel, MC.
7:45	4	TELENEWS.
8:00	9	TOAST OF THE TOWN. Ed Sullivan MC. CBS-TV N.Y.
	5	PHILCO TELEVISION PLAYHOUSE
	7	SING-CO-PATION.
8:05	4	FILM FEATURE.
8:15	7	To be announced—fr. Detroit.
8:30	7	MUSIC IN VELVET—Don Lindley's orchestra.
9:00	9	STARS OF TOMORROW.
	5	REVIEW OF THE NEWS.
9:05	4	HEADLINE NEWS.
9:10	5	GIRL ABOUT TOWN—Kyle MacDonnell and Earl Wrightson.
9:30	9	MYSTERY THEATRE. "The Adventure of the Fatal Ruby."
	5	WHO SAID THAT? Quiz Show.

WTMJ CHANNEL 3 (MILWAUKEE)

3:15	3	LET'S LOOK AT TELEVISION.
3:45	3	THAT'S O'TOOLE.
4:00	3	SUPER CIRCUS.
5:00	3	MELODY BY MIRIAM.
5:10	3	TELENEWS DIGEST.
5:30	3	SINGING LADY.
6:00	3	ORIGINAL AMATEUR HOUR.
7:00	3	THE AUTHOR MEETS THE CRITIC.
7:30	3	MEET THE PRESS WITH MARTHA ROUNDTREE.
8:00	3	TELEVISION PLAYHOUSE.
9:00	3	NEWS REVIEW OF THE WEEK.
9:10	3	GIRL ABOUT TOWN. NBC.
9:30	3	TRYOUTS FOR TEEVEE talent hunt.

(Subject to Change)

Monday

WBKB 4		WNBQ 5	WENR-TV 7	WGN-TV 9
11:00	4	MULTISCOPE NEWS.		
2:00	9	TELEVISION MATINEE.		
4:00	9	WOMEN'S MAGAZINE of the air. Ruth Crowley and Rush Hughes.		
4:30	5	HOWDY DOODY SHOW fr. N.Y.		
	9	Test Pattern.		
5:00	5	BUT NOT FORGOTTEN.		
	9	SMALL FRY CLUB. DuMont, N.Y.		
5:15	4	TEST PATTERN.		
5:30	9	LUCKY PUP. CBS-TV, N.Y.		
	4	SUN-TIMES COMIC CAPERS.		
5:45	9	Test Pattern.		
5:55	4	ULMER TURNER and the news.		
6:00	4	KUKLA, FRAN AND OLLIE.		
	7	NEWS AND VIEWS fr. N.Y.		
6:15	7	EARL WRIGHTSON songs fr. N.Y.		
6:30	4	LADY OF THE MOUNTAIN		
	7	FILM SERIAL.		
	9	DOUG EDWARDS. news. CBS-TV.		
6:40	5	THE WEATHERMAN.		
6:45	4	ERNIE SIMON, the curbstone cut-up.		
	7	CAMEL NEWS CARAVAN.		
	7	UNCLE MISTLETOE.		
	9	CHICAGOLAND NEWSREEL.		
7:00	4	WESTERN FILM "Frontier Theater."		
	5	WALT'S HOME WORKSHOP.		
	7	FILM SHORTS.		
	9	PREVIEW with Tex McCrary and Jinx Falkenburg. CBS-TV, N.Y.		
7:30	5	CHEVROLET ON BROADWAY.		
	7	ABC BARN DANCE.		
	9	SPELL WITH ISBELL.		
8:00	4	TELENEWS with John Dunham.		
	5	COLGATE THEATER "The Florist Shop."		
	7	IDENTIFY sports with Bob Elson.		
	9	THE GOLDBERGS, CBS-TV, N.Y.		
8:10	4	ULMER TURNER and the news.		
8:15	4	FILM SHORTS.		
	7	SKIP FARRELL SHOW.		
8:30	4	WRESTLING, Russ Davis announcing.		
	5	AMERICANA.		
	7	FILM FEATURE.		
	9	FILM.		
9:00	5	CLIFTON UTLEY and the news.		
	7	PAUL HARVEY news.		
	9	BOXING. DuMont fr. Philadelphia.		
9:05	7	FEATURE FILM.		
9:15	5	BOXING BOUTS from Marigold Gardens.		
10:00	9	CHICAGOLAND NEWSREEL.		
10:30	4	HEADLINE NEWS.		

WTMJ-TV Channel 3 (Milwaukee)

2:30	3	HERE'S COMTE.
2:45	3	P. SKINNER & AL BUETTNER.
3:00	3	NEWS AND MUSIC.
3:30	3	TV'S WHAT'S NEW.
4:00	3	CONSOLE AND KEYBOARD.
4:15	3	THE CHILDREN'S CORNER.
4:30	3	ZOO'S WHO.
4:45	3	HOWDY DOODY, NBC.
5:00	3	DINNER MUSIC.
6:00	3	KUKLA, FRAN AND OLLIE.
6:30	3	THE SPORTS PICTURE.
6:45	3	NEWS CARAVAN, NBC.
7:00	3	KATHLEEN KOHL'S music.
7:15	3	PLAY 'EM OR PAY 'EM.
7:30	3	TELE-THEATER ON BROADWAY.
8:00	3	TEEVEE THEATER, NBC.
8:30	3	AMERICANA, NBC.
9:00	3	ARTHUR GODFREY, CBS.
10:00	3	LET'S LOOK AT THE NEWS.

(Subject to Change)

Here's Where to Write

In answer to numerous requests this week for the addresses of Chicago video stations, we are publishing the following list for the convenience of readers:

WBKB, Channel 4
190 North State

WGN-TV, Channel 9
400 W. Madison Street

WENR-TV, Channel 7
20 North Wacker Drive

WNBQ, Channel 5
Merchandise Mart

For Women: The Answers

Gloria Brooks, well-known Milwaukee writer, answers the question: what's new in TV in a special program for women seen Mondays, Wednesdays and Fridays, it was announced this week by WTMJ-TV, channel 3. Miss Brooks covers travel, books, fashions, hobbies, the theatre, even gardening and decorating.

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IN PUBLIC PLACES . . . washrooms, restaurants, food stores, offices, hospitals . . . keeps air pure, germ and odor-free!

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Tuesday

WNBQ 5		WENR-TV 7	WGN-TV 9	WBKB 4
11:00	4	MULTISCOPE NEWS.		
2:00	9	TELEVISION MATINEE.		
4:00	9	Test Pattern.		
4:30	5	HOWDY DOODY SHOW fr. N.Y.		
5:00	5	BUT NOT FORGOTTEN, H. Mintz.		
	9	SMALL FRY CLUB, CBS-TV, N.Y.		
5:15	4	TEST PATTERN.		
5:30	9	LUCKY PUP, CBS-TV, N.Y.		
	4	SUN-TIMES COMIC CAPERS.		
5:45	9	Test Pattern.		
5:55	4	ULMER TURNER and the news.		
6:00	7	NEWS AND VIEWS fr. N.Y.		
	4	KUKLA, FRAN AND OLLIE.		
6:15	7	FILM SHORTS.		
6:30	7	FILM SERIAL.		
	9	DOUG EDWARDS, news. CBS, N.Y.		
	4	JOE WILSON'S "Hot Stove League."		
6:40	5	THE WEATHERMAN.		
6:45	5	CAMEL NEWS CARAVAN.		
	7	UNCLE MISTLETOE.		
	9	CHICAGOLAND NEWSREEL.		
	4	ERNIE SIMON, the curbstone cut-up		
7:00	5	TEXACO STAR THEATER. Milton Berle fr. N.Y.		
	7	FEATURE FILM.		
	9	CROSS QUESTION fictional court-room trial.		
	4	WESTERN FILM "Frontier Theater."		
8:00	5	QUIZ KIDS with Joe Kelly as Chief quizzer.		
	9	SCHOOL HOUSE with Kenny Delmar as M.C. DuMont, N.Y.		
	4	TELENEWS with John Dunham.		
8:10	4	ULMER TURNER and the news.		
8:15	4	MIDGET BOXING, Jim Ameche describing.		
8:30	5	BELIEVE IT OR NOT, Bob Ripley.		
	7	DO YOU GET IT? Charades.		
	9	FILM.		
	4	ROVING CAMERAS.		
8:45	4	HEADLINE NEWS.		
9:00	5	CLIFTON UTLEY and the news.		
	7	BOXING BOUTS.		
	9	CLUB TELEVISION.		
9:15	5	WRESTLING from St. Nicholas arena N.Y.		
10:00	9	CHICAGOLAND NEWSREEL.		

WTMJ-TV Channel 3 (Milwaukee)

2:30	3	HERE'S COMTE.
2:45	3	SONGS AND PIANO SELECTIONS.
3:00	3	MUSIC AND NEWS.
3:30	3	WHAT'S NEW IN THE KITCHEN.
4:00	3	CONSOLE AND KEYBOARD.
4:15	3	THE CHILDREN'S CORNER.
4:30	3	JUNIOR AMATEURS.
5:00	3	DINNER MUSIC.
6:00	3	KUKLA, FRAN AND OLLIE, NBC.
6:30	3	THE SPORTS PICTURE.
6:45	3	NEWS CARAVAN, NBC.
7:00	3	STAR THEATER, NBC.
8:00	3	SCHOOL HOUSE, DuMont.
8:30	3	THE GRENADIERS.
9:30	3	ROBERT RIPLEY, NBC.
10:00	3	LET'S LOOK AT THE NEWS.

(Subject to Change)

Is TV Replacing Radio's Nerve Wracking News Commentators?

By ULMER TURNER
News Editor, WBKB

"A Picture is Worth Ten Thousand Words."

The ancient Chinese who coined that axiom probably didn't have Television in mind, but one thing is certain: For a while, he had the daylights scared out of a good many Kaltenborns, Gabriel Heatters, Doug Edwardses, and other newsmen whose forte was the priming of radio's pump each day with 10,000 words.

Would a picture replace them?

The spectre also frightened a good many production men, sponsors and others, who foresaw a future in which the only successful television newscasts might be difficult, unreasonably expensive pickups direct from every scene of action.

Then a fortunate thing occurred: It was discovered there was no reason for too much gilding of the lily; the public even resented too much dressing-up of the news. Pictures—movies or directs from the scene of action are appreciated when the news warrants. But for ordinary, everyday run of the news it was discovered that down-to-earth, honest studio treatment was all the public wanted. Let them see the man giving the news, see how the news came to him, what sort of script he used—and whether he, also, smiled when he read that amusing item—and they got the "feel" of the newsroom, along with the news.

Here, at WBKB, down through the years we've tried all sorts of approaches or experiments for regular newscasts. It is a compliment to the public that, when a survey was made sometime ago, we were pleasantly surprised. The most successful program—by acclaim of fans—proved to be a name newsman giving the news, casually letting the public in on news sidelights, glimpses of how papers all over the nation were headlining a story, and with an occasional wink from the newsman.

The public liked this personal straight-forward treatment.

This business of letting the public in on news has just received new impetus at WBKB. By means of the Multi-Scope, a new device developed by John H. Mitchell, manager and promotion chief S. C. Quinlan, WBKB fans now actually watch Associated Press news as it is being reported to newspapers and commentators across the country. This is not facsimile. It is the real tape, no editing, no changes of any kind. Here, surely, is newscasting at its objective best.

Behind-the-scenes, television news editors are striving for improvements. It probably isn't letting out any secret that WBKB is working on a system for illustrating regular newscasts. This will be done with professional on-the-spot pictures made by real (not synthetic) working press cameramen. Our tie-up with the energetic, scoopy Chicago Sun-Times staff makes this possible.

These and other developments are coming so rapidly that a news editor has little time for retrospect. But when he does he probably wonders whatever happened to those fellows who used to say, "News is strictly an audio device." The public and sponsors don't seem to think so. And that makes a news editor happy.

GIRL ABOUT TOWN is the name of this New York show seen in Chicago on WNBQ, starring Kyle MacDonnel and Earl Wrightson. If you enjoy romantic ballads, dial channel 5 9:10 o'clock Sunday, March 20. Only on TV can you zoom to N.Y. in a flash.

Fabulous Tex and Jinx Meet no "Jinx" in Careers

By PATRICIA COOPER

Jinx Falkenburg, the most photogenic girl in America, has teamed up with her husband, Tex McCrary, as editors of the new CBS television show, "Preview," a show which we have been enjoying the past two weeks.

A sure cure for the Monday night blues (March 21, WGN-TV, 7 to 7:30), "Preview" is a living magazine which Tex and Jinx casually compile in an envious fashion. It doesn't take long to realize there are few people this team doesn't know.

Jinx, whose real name is Eugenia, was born in Barcelona, Spain, daughter of an American electrical engineer whose assignments took him all over the world and subsequently gave Jinx the opportunity of spending her girlhood in Chile and Brazil. It wasn't long before she made a name for herself as an amateur tennis player and swimmer.

Then the Falkenburgs moved to Hollywood, and there Jinx began a modeling career which made her the cover girl of nearly every well-known magazine, and eventually a motion picture star.

During the war, Jinx and Pat O'Brien made a tremendous hit with war-weary GIs, putting on one-day stands in the China-Burma-India theater of operations, a 42,000 mile-long run.

Husband John Reagen McCrary stands on his own record. Born some 39 years ago in Calvert, Texas, Tex was educated at Phillips Exeter Academy and Yale. He entered the newspaper business shortly after graduation as a reporter for the New York World-Telegram, then the Daily Mirror and at the ripe old age of 23 became the Mirror's chief editorial writer!

McCrary stayed with the Mirror until 1941 when he joined Pathé News as a commentator, writer and director of newsreels. Later that war year he joined the Air Forces, saw action during the London blitz, and later served in France as a paratrooper. Tex also jumped with British paratroopers in Greece.

Back in civvies, he served as executive editor of the American Mercury magazine and found time to write "First of the Many," a book about the Eighth Air Force in Europe.

Paddy, Tex & Jinx

In 1946, the couple entered radio with their husband-and-wife team, "Hi Jinx." Television scouts had no trouble in deciding the pair was a natural for video.

The incredibly busy schedule of the couple is best demonstrated by the fact that Jinx took only two days away from her radio program in July 1946 to bear the couple's first heir, John Reagan McCrary III. In fact, the evening before Paddy entered this world, Jinx whitewashed Tex in tennis singles, 6-0, 6-0! And now the busy McCrary's are four—Kevin Jack having been born in August, 1948.

TV Goes to The Dogs!

Television will go to the dogs when WGN-TV cameramen set up operations and telecast activities at the annual Dog Show Sunday, March 27, according to word received this week. An hour program sponsored by the makers of Red Heart dog food will include field, water and obedience trials, and the appearance of Capt. Bill Judy, internationally famous authority on dogs. The event will be staged at the Amphitheatre under the auspices of the International Kennel Club of Chicago.

Wednesday

	WENR-TV 7	WGN-TV 9	WBKB 4	WNBQ 5
11:00	4	MULTISCOPE NEWS.		
2:00	9	TELEVISION MATINEE.		
4:00	9	WOMEN'S MAGAZINE of the air.		
4:30	5	HOWDY DOODY Show fr. N.Y.		
	9	Test Pattern.		
5:00	9	SMALL FRY CLUB. DuMont, N.Y.		
	5	BUT NOT FORGOTTEN. H. Mintz.		
5:15	4	TEST PATTERN.		
5:30	9	LUCKY PUP. CBS-TV, N.Y.		
	4	SUN-TIMES COMIC CAPERS.		
5:45	9	Test Pattern.		
5:55	4	ULMER TURNER and the news.		
6:00	7	NEWS AND VIEWS fr. N.Y.		
	4	KUKLA, FRAN AND OLLIE.		
6:15	7	CHILD'S WORLD fr. N.Y.		
6:30	7	FILM SERIAL.		
	9	DOUGLAS EDWARDS and the news.		
	4	LADY OF THE MOUNTAIN.		
6:40	5	THE WEATHERMAN.		
6:45	7	UNCLE MISTLETOE.		
	9	CHICAGOLAND NEWSREEL.		
	4	ERNIE SIMON, the curbstone cut-up.		
	5	CAMEL NEWS CARAVAN.		
7:00	7	SET 'EM UP bowling show.		
	9	ARTHUR GODFREY AND HIS FRIENDS. CBS-TV, N.Y.		
	4	WESTERN FILM "Frontier Theater."		
	5	IT'S A GREAT IDEA. Great Books discussion groups.		
7:30	7	FLICKER FAVORITES—"The Drunkard" and "Tarzan and the Apes."		
	5	TELEVISION SCREEN MAGAZINE.		
8:00	9	PERSONALITY PROFILES.		
	4	TELENEWS with John Dunham.		
	5	KRAFT TELEVISION THEATER. "Ceiling Zero."		
8:10	4	ULMER TURNER and the news.		
8:15	9	FILM.		
	4	FUN WITH FURNISHINGS.		
8:30	7	WRESTLING.		
	9	PLAN-A-ROOM, Paul MacAllister.		
	4	TREASURY BOND SHOW.		
8:45	9	SPORTSMEN'S CORNER.		
9:00	9	BOXING FROM CBS-TV N. Y.		
	4	MIDWEEK ROUND-UP.		
	5	CLIFTON UTLEY and the news.		
9:15	5	GRAND MARQUEE film.		
10:00	9	CHICAGOLAND NEWSREEL.		

WTMJ-TV Channel 3 (Milwaukee)

2:30	3	Here's George Comte.
2:45	3	P. SKINNER & AL BUETTNER.
3:00	3	NEWS AND MUSIC.
3:30	3	TV'S WHAT'S NEW.
4:00	3	CONSOLE AND KEYBOARD.
4:15	3	THE CHILDREN'S CORNER.
4:30	3	THE MUSEUM EXPLORERS' CLUB.
5:00	3	DINNER MUSIC.
6:00	3	KUKLA, FRAN AND OLLIE. NBC.
6:30	3	THE SPORTS PICTURE.
6:45	3	NEWS CARAVAN. NBC.
7:00	3	THE TUNESMITH.
7:30	3	FILM FEATURETTE.
8:00	3	TELEVISION THEATER. NBC.
9:00	3	SALUTE TO INDUSTRY.
9:30	3	IDENTIFY.
9:45	3	LET'S LOOK AT THE NEWS.

(Subject to Change)

Marshall Miss Is Young Star

A group of LaSalle Street lawyers who have formed their own TV Fan Club this week confided in us: "We've nominated Dolores Marshall as the Girl We'd Like Most to Install Our TV Sets."

Miss Marshall is to be notified formally as soon as the spokesman gathers enough courage, the report goes on

Dolores Marshall

to say. In case you're a new video set owner, dial channel 7, Sunday, March 20 and view "Sing-Co-Pation," starring the 20-year-old chanteuse and you'll better understand why these gentlemen have made Miss Marshall their choice.

Born in Chicago on October 9, 1928, Miss Marshall began singing at an early age. While in Taft and Maine high schools she was a soloist on many occasions. Her first radio appearances on the Sachs and Rubins amateur hours resulted in first prizes, and request appearances on WGN-TV.

Recently the channel 7 star competed with more than 1,500 girl singers in the annual Harvest Moon Festival sponsored by the Sun-Times, and emerged winner. After a trip to Hollywood, where she was guest of Ed Gardner on "Duffy's Tavern," Miss Marshall returned to Chicago and a contract with WENR-TV and the ABC network. All this and she's still not of voting age!

Those TV Technicians!

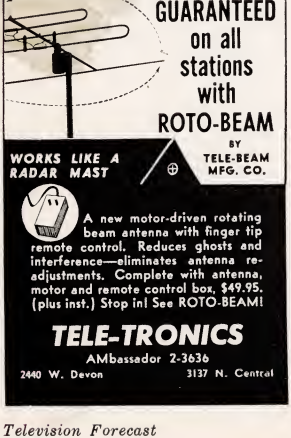
WBKB's multiscope provides laughs for channel 4 televiewers as a result of the odd conflicts that occur between the ticker tape news and music played for background. The other afternoon "I'll Be Glad When You're Dead You Rascal, You" was playing as details of a north-side murder flashed across the screen.

Treasury Shows Continue

The second series of the Treasury Bond Show have been initiated by WBKB, channel 4, it was announced this week. Supervised by Milt Wolf, the show presents stars of stage, screen, radio and sports.

Visit Zoo Via TV

Want to take a trip to the Zoo? Dial channel 3, WTMJ-TV, Milwaukee, for a show that is educational as well as interesting, especially for children. Animals and birds are the stars.



Thursday

WGN-TV 9		WBKB 4	WNBQ 5	WENR-TV 7
11:00	4	MULTISCOPE NEWS.		
2:00	9	TELEVISION MATINEE.		
3:30	9	ILL. STATE MEDICAL SOC.		
4:00	9	Test Pattern.		
		CHILDREN'S CREATIVE THEATER.		
4:30	5	HOWDY DOODY SHOW fr. N.Y.		
5:00	9	SMALL FRY CLUB. DuMont, N.Y.		
	5	BUT NOT FORGOTTEN.		
5:15	4	TEST PATTERN.		
5:30	9	LUCKY PUP. CBS-TV, N.Y.		
	4	SUN-TIMES COMIC CAPERS.		
5:45	9	Test Pattern.		
5:55	4	ULMER TURNER and the news.		
6:00	4	KUKLA, FRAN AND OLLIE.		
	7	NEWS AND VIEWS fr. N.Y.		
6:15	7	THE WREN'S NEST fr. N.Y.		
6:30	9	DOUGLAS EDWARDS and the news.		
	4	JOE WILSON'S "Hot Stove League."		
	7	FILM SERIAL.		
6:40	5	THE WEATHERMAN.		
6:45	9	CHICAGOLAND NEWSREEL.		
	4	ERNIE SIMON, the curbstone cut-up.		
	5	CAMEL NEWS CARAVAN.		
	7	UNCLE MISTLETOE and guests fr. Candy Cane Lane.		
7:00	9	WESTERN FEATURE FILM.		
	4	FEATURE FILM.		
	5	PHIL SILVERS SHOW fr. N.Y.		
	7	AMERICAN MINSTRELS fr. N.Y.		
7:30	5	THE SWIFT SHOW starring Lanny Ross fr. N.Y.		
8:00	9	WINDOW ON THE WORLD, variety. DuMont, N.Y.		
	4	TELENEWS with John Dunham.		
	5	RED AMERICA, quiz show.		
	7	SECOND GUESSER, quiz show.		
8:10	4	ULMER TURNER and the news.		
8:15	4	ROVING CAMERAS.		
	7	CARTOON CONTRASTS.		
8:25	4	FILM VARIETIES.		
8:30	9	WRESTLING from Madison AC.		
	5	FLOOR SHOW starring Dunninger and Paul Winchell.		
	7	FILM SHORTS.		
9:00	4	TELECHARADES with Ed Roberts.		
	5	CLIFTON UTLEY and the news.		
	7	ON TRIAL discussion of topics of the day.		
9:15	5	NBC NEWSREEL.		
9:30	4	HEADLINE NEWS.		
	7	CLUB SEVEN fr. N.Y.		
10:45	9	CHICAGOLAND NEWSREEL.		

WTMJ-TV Channel 3 (Milwaukee)

2:30	3	HERE'S GEORGE COMTE.
2:45	3	P. SKINNER & AL BUETTNER.
3:00	3	NEWS AND MUSIC.
3:30	3	WHAT'S NEW IN THE KITCHEN.
4:00	3	CONSOLE AND KEYBOARD.
4:15	3	HELEN'S HINT SHOP.
4:20	3	THE CHILDREN'S CORNER.
4:30	3	LITTLE AMATEURS.
5:00	3	DINNER MUSIC.
6:00	3	KUKLA, FRAN AND OLLIE. NBC.
6:30	3	SPORTS PICTURE.
6:45	3	NEWS CARAVAN. NBC.
7:00	3	PHIL SILVERS SHOW. NBC.
7:30	3	LANNY ROSS SHOW. NBC.
8:00	3	WINDOW ON THE WORLD. DuMont.
8:30	3	DUNNINGER SHOW. NBC.
9:00	3	WRESTLING.
10:30	3	LET'S LOOK AT THE NEWS.

(Subject to Change)

Dunninger Magic—30 Years Practice

Dunninger, the master mentalist, this week debunked the theory that he is especially gifted with extra-sensory powers. "A three-year-old child could do them—if he practiced for 30 years."

Dunninger, NBC star, who will be seen Thursday, March 24, on WNBQ's "Floor Show," insists that his skill is not hereditary. His father was a successful Bavarian textile manufacturer; his mother a devoted housewife.

Dunninger and Jerry

Born in New York just before the turn of the century, Dunninger showed marked ability at sleight-of-hand at the age of five. His parents encouraged this novelty. Self-taught, he soon had a repertoire of necromancy and was a professional magician by the time he was 16.

Dunninger likes to recall the day when, at the age of 17, he was invited to perform at the homes of Theodore Roosevelt and Thomas A. Edison. His abilities amazed even Harry Houdini and Howard Thurston, who went to great lengths to learn the secret of Dunninger's wizardry.

Some day Dunninger hopes to hypnotize friend Jerry Mahoney, protege of Paul Winchell. When that happens, televiewers will know the secret past of this telecutup.

Tense? Then View This—

"Poetry and Prose," homely philosophy presented by George Comte, WTMJ-TV narrator, can be seen this week daily on channel 3 from 2:30 to 2:45 o'clock.

Television Forecast

BERT PARKS sets the pace for WENR-TV's "Break the Bank" telecast from New York, seen in Chicago via network facilities of ABC. If you're a new set owner, you can catch the show Friday, March 25, at 8 o'clock.

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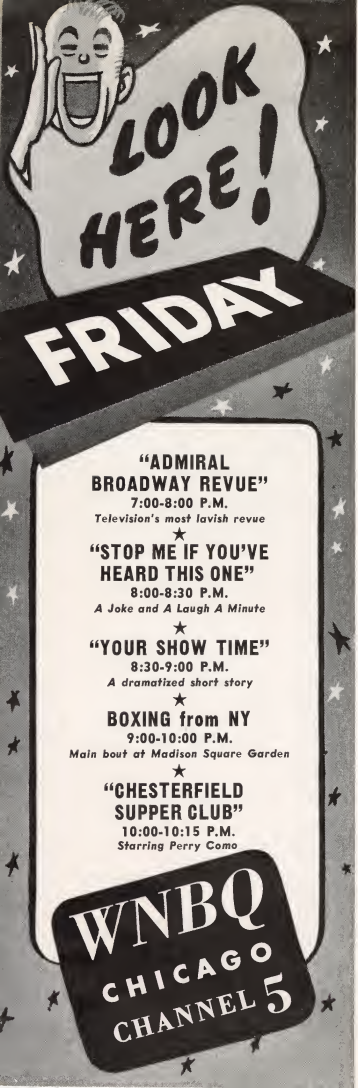
Friday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9
11:00	4	MULTISCOPE NEWS.	
1:30	9	INDIVIDUALLY YOURS.	
2:00	9	TELEVISION MATINEE.	
4:00	9	WOMAN'S MAGAZINE of the air.	
4:30	5	HOWDY DOODY SHOW fr. N.Y.	
	9	Test pattern.	
5:00	5	BUT NOT FORGOTTEN. H. Mintz.	
	9	SMALL FRY CLUB. DuMont, N.Y.	
5:15	4	TEST PATTERN.	
5:30	9	LUCKY PUP. CBS-TV N.Y.	
	4	SUN-TIMES COMIC CAPERS.	
5:45	9	Test Pattern.	
5:55	4	ULMER TURNER and the news.	
6:00	4	KUKLA, FRAN AND OLLIE.	
	7	NEWS AND VIEWS fr. N.C.	
6:15	7	THE WREN'S NEST fr. N.Y.	
6:30	4	TO BE ANNOUNCED.	
	7	FILM SERIAL.	
	9	DOUGLAS EDWARDS and the news.	
6:40	5	THE WEATHERMAN.	
6:45	4	ERNIE SIMON, the curbstone cut-up.	
	5	CAMEL NEWS CARAVAN.	
	7	UNCLE MISTLETOE.	
	9	CHICAGOLAND NEWSREEL.	
7:00	4	KIDDIE PARADE.	
	5	ADMIRAL BROADWAY REVUE.	
	7	VAUDEO VARIETIES.	
	9	ADMIRAL BROADWAY REVUE with Sid Caesar. DuMont, N.Y.	
7:30	4	SELECTED SHORTS.	
8:00	4	TELENEWS with John Dunham.	
	5	STOP ME IF YOU'VE HEARD THIS ONE.	
	7	BREAK THE BANK. Bert Parks MC.	
	9	FILM.	
8:10	4	ULMER TURNER and the news.	
8:15	4	FILM SHORTS.	
8:30	4	UNDER 21.	
	5	YOUR SHOW TIME famous short stories on film.	
	7	AT OUR HOUSE.	
8:45	7	ALICE PEARCE songs.	
	9	SPORTSMEN'S CORNER.	
9:00	4	HEADLINE NEWS.	
	5	BOXING BOUTS fr. N.Y.	
	7	PAUL HARVEY and the news.	
	9	BOXING fr. Madison AC.	
9:05	7	FEATURE FILM.	
10:00	5	CHESTERFIELD SUPPER CLUB.	
10:45	9	CHICAGOLAND NEWSREEL.	

WTMJ-TV Channel 3 (Milwaukee)

2:30	3	HERE'S GEORGE COMTE.
2:45	3	P. SKINNER & AL BUETTNER.
3:00	3	NEWS AND MUSIC.
3:30	3	TV's WHAT'S NEW.
4:00	3	CONSOLE AND KEYBOARD.
4:15	3	THE CHILDREN'S CORNER.
4:30	3	TV GOES TO ART CLASS.
4:45	3	HOWDY DOODY. NBC.
5:00	3	DINNER MUSIC.
6:00	3	KUKLA, FRAN AND OLLIE. NBC.
6:30	3	THE SPORTS PICTURE.
6:45	3	NEWS CARAVAN. NBC.
7:00	3	THE BROADWAY REVUE.
8:00	3	BREAK THE BANK. ABC.
8:30	3	YOUR SHOW TIME, "The Speckled Band" by S. Holmes.
9:00	3	Boxing. NBC.
10:00	3	CHESTERFIELD SUPPER CLUB.
10:15	3	LET'S LOOK AT THE NEWS.

(Subject to Change)



"CHICAGOLAND'S FAMILY TELEVISION THEATRE"

MON., WED., and FRI., 4:00 p.m.
"Women's Magazine Of The Air"
with Ruth Crowley and Rush Hughes

MONDAY, 7:00 p.m.
"Preview" from CBS-TV
with Tex McCrary & Jinx Falkenburg

FRIDAY, 1:30 p.m.
"Individually Yours"
with Celeste Carlyle

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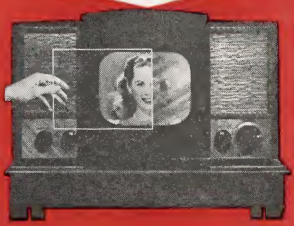

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